



Office of Export Development Environmental Technology Export Program Mexico City Business Mission

November 8-12,
1999

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Background

- In support of the State of California's \$22 billion dollar environmental technology industry, the Environmental Technology Export Program (ETEP) organized and led an environmental business mission to the U.S. Trade Center in Mexico City from November 8-12, 1999. The mission was organized in partnership with the Trade and Commerce Agency's International Trade and Investment Office in Mexico and the U.S. Department of Commerce Foreign Commercial Service.

➤ The California delegation was comprised of small, medium and large size environmental technology companies focusing on exporting products for:

- wastewater treatment
- air pollution control
- solid waste management
- soil contamination and
- related products and services

➤ Specifically, the participating companies sought new joint venture partnerships, licensing deals and distributor agreements with Mexican companies.

➤ The trade mission's primary focus included:

- more than 130 "one-on-one" meetings between nine California environmental companies and dozens of pre-screened Mexican buyers
- a reception hosted by the U.S. Department of Commerce with over 200 CEOs and high level government officials
- a press conference and numerous site visits

130+ One-on-One Meetings

C.W. Neal Corporation, a designer, fabricator and installer of water storage and treatment technology, participating in a one-on-one meeting



One-on-one meeting with CASS Water Engineering, an environmental company that specializes in municipal and industrial wastewater removal



Alliance Environmental Services, a full service environmental consulting firm, meeting with a potential client in a one-on-one meeting



One-on-one meetings



Environmental Systems Products discussing the company's mobile automobile emissions testing services and equipment in a one-on-one meeting



A one-on-one meeting featuring IT Group, an environmental infrastructure solutions firm specializing in solid and hazardous waste



EN Global Enterprises, a supplier of refurbished/reconditioned laboratory analytical instruments, participating in a one-on-one meeting



Jet Age International, a producer of bio-petro automobile conditioners, meets with a potential business partner in a one-on-one meeting



One-on-one meeting with W.L. Gore, a company specializing in the screening of soil and groundwater for low vapor pressure compounds

Reception

Reception at the U.S. Trade Center: 100 people were expected, 200 were in attendance



Opening remarks by Deputy Chief of Mission, Jim Durham, and Tim Ogburn, Environmental Technology Export Program Manager

Significant Contacts and Meetings

The mission also included one-on-one meetings for the ETEP Manager. These meetings produced a number of trade opportunities as follows:



Fernando Morales of our Mexico City office translates for Tim Ogburn during a one-on-one meeting

- **The Secretary of the Environment for the State of Michoacan**, Armando Ballinas, asked the Environmental Technology Export Program (ETEP) to source technologies for the projects outlined in their 6-year development plan and, in addition, asked that a mini-trade mission be brought to his state.
- Leslie M. Smith, **Director of Foreign Trade for the State of Tlaxcala** asked ETEP to source California environmental companies for a wastewater treatment plant in his state.

Significant Contacts and Meetings

- **The Public Works Secretary for the City of Nayarit, State of Tepic**, Dr. Héctor Leonardo Torres Soltero, asked ETEP to source technologies specifically related to municipal and industrial solid wastewater management projects. The State of Tepic is also following a 6-year development plan and requested that a mini-trade mission be brought to the state.
- Manuel Cadena Morales, **Secretary of State for the State of Mexico**, Guillermo Moreno Huerta, **Deputy Director of Projects Evaluation for the State of San Luis Potosí** and Armando Lopez Fernandez, **Director of Finance and Public Affairs for Mexico City** requested that ETEP source California companies for projects in the State of Mexico and in Mexico City.
- As a result of the business mission, the **California Environmental Protection Agency** was asked to provide scientific and technical assistance toward the design of new infrastructure within Michoacan's municipal and industrial wastewater and solid waste management sectors.

The Environmental Technology Export Program will source technological solutions from California companies to bid on these infrastructure projects.

Press Conference



Tim Ogburn, Lourdes Ramirez and the California companies meet the press

Press Release

As taken from an article that appeared in The News, Mexico's English language newspaper, on November 10, 1999

Considering the State of California's \$22 billion dollar environmental industry makes up almost one quarter of the sector's U.S. total, it's hardly surprising to find representatives crossing the border in search of new markets. For that purpose, California's Trade and Commerce Agency has organized a five-day trade mission for nine of the state's small and medium-sized companies in Mexico City.

With over a whopping 7,000 companies generating 160,000 jobs, California's environmental industry is light years away from its nearest competitor, and Mexico's private industry offers endless new possibilities.

Already, over a hundred meetings are set between the Californian representatives and Mexican business people from private, federal and state sectors interested in purchases, joint ventures, distribution or licensing deals.

"The response has been overwhelming," said trade mission head, Tim Ogburn, and that isn't hard to believe; the event comes only three months after Eco Tijuana '99, where 12 similar companies met with other potential Mexican clients. "We think the environmental technologies we're bringing down here are very innovative, unique, cost-effective, and appropriate for the market," he added.

Partly the product of Governor Gray Davis and President Zedillo's recent promotion of Mexico-California relations, the fact-finding, contact-making visit is claiming job creation opportunities for both sides while providing cost-effective environmental solutions to anything ranging from long-term wastewater treatment, to solid waste management, air pollution control, soil contamination and related services and goods.

With green awareness such a pressing concern, it also makes sense to avoid repeating the same learning curves: "As environmental ethics and consciousness mature, countries don't know where to go to find the kind of technology and services to put them into place efficiently and effectively. We've done that in California over the last forty years," Ogburn said.

Unlike other market goods and services, bringing together environmental buyers and sellers is particularly important because the long-term nature of such projects often takes years to produce visible results.

With the growing contact and familiarization of companies on both sides of the Rio Grande, "the ingredients are there for a successful relationship," says Ricardo Martinez of the California Environmental Protection Agency.

The companies participating are CASS Water Engineering, C.W. Neal Corporation, IT Group, EN Global Enterprises, Environmental Systems Products, W.L. Gore and Associates, Inc., Jet Age International, Alliance Environmental Services and Alliance Bioremediation and Composting Corporation (ABCC).

Results

Short Term (1-3 months)

- Expected sales in excess of \$1 million dollars

Long term (6 months – 2 years)

- \$30 million dollars in projected sales: 2 companies were invited to bid on 3 major wastewater treatment plants; 1 company was asked to bid on a solid waste management project; 1 company was asked to bid on a soil contamination (oil and gas) site characterization.

Follow-on Activities

- The Global Technology Network (GTN) has tasked the Environmental Technology Export Program to recruit 5 California environmental technology companies to participate in GTN trade lead-driven one-on-one meetings in Ensenada, Mexico in February, 2000.

Company Comments

- “My meetings have been fantastic.”
- “My company has been able to accomplish in one week on this mission what would have taken three months on our own.”
- “We have had a lot more meetings than expected.”

Special Thanks

- Thank you to **Lourdes Ramirez and her staff** at California's International Trade and Investment Office in Mexico City for arranging and facilitating one-on-one meetings, assisting California companies in the field, providing translation services, participating in the overall coordination of the mission and assisting at the press conference. A special thanks to Fernando Morales for coordinating a meeting between W.L. Gore and PEMEX.
- Thank you to the **California Environmental Protection Agency** for sending Ricardo Martinez to assist with the overall coordination and facilitation of one-on-ones, providing translation services and providing his insights and contacts in the Mexican environmental market.
- Thank you to the **Global Technology Network** for setting up GTN trade lead-driven one-on-one meetings, providing translation services and assisting with simultaneous translation for the press conference.
- Thank you to the **U.S. Department of Commerce** for acting as an in-country organizer, organizing one-on-ones, assisting with the press conference and reception and coordinating the use of the U.S. Trade Center.